



DialAmerica Marketing, Inc.

**960 Macarthur Boulevard
Mahwah, NJ 07495
201.327.0200**

February 11, 2004

Ms. Marlene H. Dortch
Secretary
Office of the Secretary
Federal Communications Commission
445 12th Street, S.W.
Room TW-A325
Washington, DC 20554

Re: Ex Parte Presentation in CG Docket No. 02-278

Dear Ms. Dortch:

On February 10, 2004, Arthur Conway, President & CEO, DialAmerica Marketing, Inc., Noreen Kaminski, Vice President, Government Affairs, DialAmerica Marketing, Inc. along with Dwayne Howell, President & CEO, Leukemia and Lymphoma Society and Wendy Hamilton, President, Mothers Against Drunk Driving (MADD) met with Margaret Egler and Gene Fullano of the Consumer and Governmental Affairs Bureau.

The purpose of the meeting was to discuss DialAmerica's Sponsor Magazine program and the serious impact the National Do Not Call list has on the program due to the fact that the program is not exempt as per the recent amendments to the rules implementing the Telephone Consumer Protection Act of 1991 ("TCPA").

In addition, Dwayne Howell and Wendy Hamilton discussed the significant benefits their organizations have received from the DialAmerica Sponsor Magazine program and how severely they will be impacted if the program is downsized as a result of fewer callables or ceases to exist in the future.

In accordance with the Commission's rules, a copy of this letter is being filed electronically for inclusion in the public record of the above-referenced proceeding.

Respectfully submitted,

/s/

Arthur Conway

cc: Noreen Kaminski Margaret Egler
Dwayne Howell Gene Fullano



Wendy Hamilton

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